

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 6, 1998

RJR Account #094931

Mr. E. Bush
MID-VALLEY CANDY

JUNE: DORAL B1G1F / PROMOTION #800432

Dear Ed:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 45 skus of B1G1F Displays (Item #541865) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
<i>Men Lt 100</i>	12300-25365	<u>2</u>
<i>Ult Light 100</i>	12300-25363	<u>2</u>
<i>Lt Box 100</i>	12300-25370	<u>1</u>
<i>FF Box 100</i>	12300-25369	<u>1</u>

DISPLAY DETAIL (#541865)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival:

May 18, 1998

Ship Date to Retail:

Week of: June 8, 1998

SKU CUBE:

0.4955

SKU WT (w/o Product):

1.1000 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$645.32

PARTNERS 'BONUS' REPORTING DESCRIPTION

'DOR JUN B1G1F'

51844 8778

B1G1F
MID-VALLEY CANDY

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
(A '*RETAILER PROMOTIONAL PACKING EXPLANATION SHEET*' IS INCLUDED IN EACH DISPLAY).
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER
LIST*.

DISPLAY LOAD:

*4 CARTONS; ONE CARTON EACH STYLE:

DORAL MEN LT 100 / ULT LT 100 / LT BOX 100 / FF BOX 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you
\$4.90 per promoted 6M case for all displays packed and shipped to retail on a timely basis.
This equates to \$29.40 (6 (6M) case(s) @ \$4.90). Payment will be made as soon as possible
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: J. McLean
L. E. MacWilliams

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to
account.

BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

 PAGE: 11
 DATE: 98-04-29
 TIME: 10:58 AM

 WHOLESALER : 094931 MID-VALLEY CANDY COMPANY <DIRECT>
 TEMPLATE : 800432 80600 DOR JUN BIG1F
 TEMPLATE SEQ : 0910
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162204	162223	735443	MR B'S TOBACCO SHOP	58 SALEM AVE	CARBONDALE	PA	18407	2				(717)281-9199
162204	162223	776478	CONVENIENT FOOD 300	HIGHLAND AVE	CLARKS SUMMIT	PA	18411	1		1418-0100		(717)587-2334
162204	162223	682622	ABC MARKET	507 MAIN STREET	FOREST CITY	PA	18421	2				(717)785-3553
162204	162223	706820	CONVENIENT FOOD 302	330 NORTHERN BLVD	CHINCHILLA	PA	18410	1		1418-0100		(717)586-3406
162204		269979	DEWINGS BUSY MART	MAIN STREET	MONROETON	PA	18832	1				(717)265-2096
162204	162223	549827	MARTYS MARKET	PO BOX 238	MESHOPPEN	PA	18630	1				(717)833-5494
162204		185622	VALLEY FARM MARKET	STATE & MAIN ST	NICHOLSON	PA	18446	1				(717)942-6944
162204	162223	185704	ZAZZERAS MARKET	70 N CHURCH ST	CARBONDALE	PA	18407	1				(717)282-2181
162204	162223	031702	CONVENIENT FOOD#301	69 S MAIN ST	CARBONDALE	PA	18407	3		1418-0100		(717)282-2181
162208	162222	536651	CONVENIENT FOOD#301	142 S MAIN ST	PITTSTON	PA	18640	1		1418-0100		(717)655-3031
162208	162222	777434	FRANCIS NEWS	287 MAIN ST	PITTSTON	PA	18641	1				(717)655-5282
162208	162222	960297	CONVENIENT FOOD 300	410 N MAIN ST	OLD FORGE	PA	18518	1		1418-0100		(717)562-1443
162208	162220	715535	CFM OF PA. #3005	283 PIERCE ST	KINGSTON	PA	18704	1		1418-0000		(717)287-3809
162209	162222	742094	CONVENIENT FOOD 300	1801 PITTSTON AVE	SCRANTON	PA	18505	1		1418-0100		(717)344-4214
162209	162222	777319	TELLS CORNER NEWS	1010 DIAMOND AVE	SCRANTON	PA	18508	1				(717)344-5887
162209	162223	777531	SCHIFF'S BEVERAGE	3380 N MAIN AVE	SCRANTON	PA	18508	1				(717)343-1237
162209	162229	785145	CFM OF PA. INC #302	1100 MOOSIC ST	SCRANTON	PA	18505	1		1418-0000		(717)342-5999
162209	162222	973077	CONVENIENT FOOD 302	401 WYOMING AVE	SCRANTON	PA	18503	1		1418-0100		(717)969-9020
162209	162222	776968	CONVENIENT FOOD 300	BLVD & OLUPHANT	SCRANTON	PA	18509	1		1418-0100		(717)343-4847
162209		725273	MICHELLE'S CIGARS	1400 N WASHINGTON	SCRANTON	PA	18509	2				(717)344-4406
162209	162229	735459	CFM OF PA. INC #302	801 LUZERNE ST	SCRANTON	PA	18504	1		1418-0000		(717)342-0372
162209	162222	471168	APLUS MINI MART	1227 S MAIN AVE	SCRANTON	PA	18504	1				(717)344-4001
162209		534737	PROPOST BUY RITE MKT	377 MAIN ST	ARCHBALD	PA	18403	1				(717)876-2518
162209	162222	185685	RICCARDOS MARKET	617 3RD ST	DUNMORE	PA	18512	1				(717)342-1214
162209	162229	577211	STROUDSBURG EXXON	100 MC CONNEL ST	STROUDSBURG	PA	18360	1				(717)424-8225
162209	162222	633853	CONVENIENT FOOD 302	340 W MARKET ST	SCRANTON	PA	18508	1		1418-0100		(717)969-7555
162209		185916	SCOTTS STORE	801 MULBERRY ST	SCRANTON	PA	18503	1				(717)342-7472
162209	162223	072932	CONVENIENT FOOD 301	1515 N MAIN AVE	DICKSON CITY	PA	18519	1		1418-0100		(717)489-2808
162209	162222	667469	CFM OF PA. INC #303	899 DAVIS ST	SCRANTON	PA	18505	1		1418-0000		(717)346-3004
162209	162222	673294	ONE STOP TOB SHOP	725 S MAIN AVE	SCRANTON	PA	18504	2				(717)343-3393
162209	162229	185056	POCONO SHOPPING CNT	P.O. BOX P	POCONO PINES	PA	18350	1				(717)646-3818
162209	162229	657095	LAUREL BEVERAGE INC	830 MONROE ST	STROUDSBURG	PA	18360	2				(717)421-2091
162209	162222	665462	APLUS	1218 O'NEIL HWY	DUNMORE	PA	18512	1		0362-0101		(717)961-5542
162209	162222	185679	MADZINS MARKET	527 PROSPECT AVE	SCRANTON	PA	18505	1				(717)343-8991
162209	162221	184478	SCHRECKS MARKET	1501 N 5TH ST	STROUDSBURG	PA	18360	1				(717)421-7580

PAGE BREAK TOTAL ACCOUNTS 35 TOTAL QUANTITY 42

TEMPLATE TOTAL ACCOUNTS 35 TOTAL QUANTITY 42

51844 8780

DORAL

Discover Our New Look, The Big American Adventure Sweepstakes, And A Buy 1 Get 1 Free Promotion. *June Is Packed with Excitement!*

Only Doral could bring such excitement to the month of June. First of all, we're introducing a dynamic new packaging design, as well as a sweepstakes offering your customers a chance to win a chartered tour of six exciting American destinations. Then there's the **Buy 1 Get 1 Free** Promotion.

The 2-pack sleeves are pre-packaged in a 20-unit display which can be easily restocked and refilled.

**2-Pack
Sleeve**



**POS Card/
Alternate Header**



Counter Display



Next, the Counter Display and POS Card work to call attention to your money-saving promotion as well as to "The Big American Adventure" Sweepstakes. The Counter Display is small enough for any sales counter.

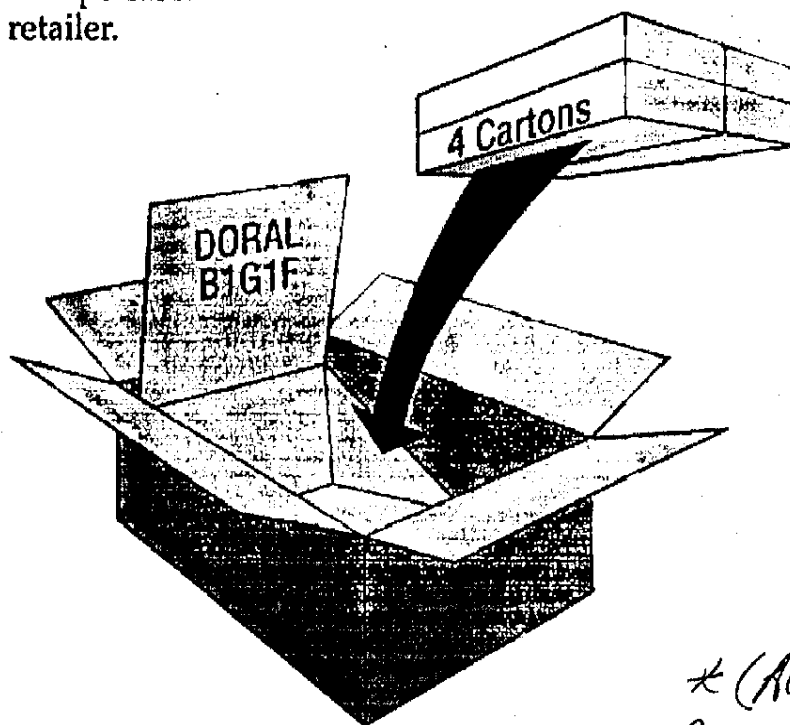
Details -

- 20 Offers Per SKU
- Special complimentary tear-tape on gratis packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free

SWEEPSTAKES VOID IN MA, MI, AND VA,
AND WHERE PROHIBITED BY LAW.

WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****2ND QTR. '98****June DORAL B1G1F***(Buy 1 Pack Get 1 Free)***STEPS**

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



** (Accts w/15 or less)
Ensure Brand Mix
if only 2 styles
are shipped*

Item: # 541865**Promotion Reporting Description: DOR JUN B1G1F**

Brand Style	MEN LT 100	ULT LT 100	FF BOX 100	Lt BOX 100		
Number of Cartons	1	1	1	1		

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